

**WHAT IS CLAIMED IS:**

1. A system for enabling real-time collaboration and workflow management of a marketing campaign within a marketing organization, the marketing organization having a plurality of marketing roles defined therein, the system comprising:

a processor for processing computer instructions;  
at least one display for displaying information to a respective user in response to the processor;

memory for storing computer instructions, the instructions providing for:  
a role portal component for providing at least two respective role portals corresponding to at least two of the marketing roles within the marketing organization; and

a workbench component for generating on the at least one display a workbench corresponding to each of the at least two role portals, each workbench permitting a user to access metric and workflow information associated with the corresponding marketing role.

2. The system of claim 1 wherein the at least two marketing roles comprises at least a marketing manager role.

3. The system of claim 2 wherein the at least two marketing roles further comprises a data analyst role.

4. The system of claim 3 wherein the at least two marketing roles further comprises an executive role.

5. The system of claim 1 wherein the at least two marketing roles comprises at least a data analyst role.

6. The system of claim 5 wherein the at least two marketing roles further comprises an executive role.

1 7. The system of claim 1 wherein the at least two marketing roles comprises at least an  
2 executive role.

1 8. The system of claim 1 wherein the workbench corresponding to each of the at least  
2 two role portals comprises a plurality of different displayable pages capable of being  
3 displayed on one of the at least one display.

1 9. The system of claim 8 wherein the plurality of different displayable pages comprises  
2 at least a displayable home page containing at least high-level marketing information.

1 10. The system of claim 8 wherein the plurality of different displayable pages comprises  
2 at least a displayable page providing a workflow view of marketing strategies and associated  
3 tasks.

1 11. The system of claim 10 wherein the displayable page providing a workflow view  
2 further provides access to a workflow software application.

1 12. The system of claim 11 wherein the displayable page providing a workflow view  
2 further identifies and provides access to computer accessible reports that may be used in  
3 completing the tasks.

1 13. The system of claim 8 wherein the plurality of different displayable pages includes at  
2 least a displayable page for marketing campaign management.

1 14. The system of claim 13 wherein the displayable marketing campaign management  
2 page includes an icon for access to a campaign management software application.

1 15. The system of claim 13 wherein the displayable marketing campaign management  
2 page includes metric data regarding marketing campaigns.

1 16. The system of claim 13 wherein the displayable marketing campaign management  
2 page includes information about marketing campaigns.

1 17. The system of claim 8 wherein the plurality of different displayable pages includes at  
2 least a displayable page for a user to access software applications for performing marketing  
3 analysis tasks.

1 18. A system for enabling real-time collaboration and workflow management of a  
2 marketing campaign within a marketing organization, the marketing organization having a  
3 plurality of marketing roles defined therein, the system comprising:

4 a processor for processing computer instructions;  
5 at least one display for displaying information to a respective user in response to the  
6 processor;

7 memory for storing computer instructions, the instructions providing for:

8 a role portal component for providing respective role portals corresponding to  
9 marketing roles within the marketing organization, the marketing roles including at  
10 least an executive role, a marketing manager role and a data analyst role; and

11 a workbench component for generating on the at least one display a  
12 workbench corresponding to each of the role portals, the workbench component for  
13 providing access to a workflow software application, a marketing campaign  
14 management software application and a marketing analysis software application.

1 19. The system of claim 18 the workbench corresponding to each of the roles within the  
2 marketing organization comprises a plurality of different displayable pages capable of being  
3 displayed on one of the at least one display.

1 20. The system of claim 19 wherein the plurality of different displayable pages comprises  
2 at least a displayable home page containing at least high-level marketing information.

1 21. The system of claim 19 wherein the plurality of different displayable pages comprises  
2 at least a displayable page providing a workflow view of marketing strategies and associated  
3 tasks.

22. The system of claim 21 wherein the displayable page providing a workflow view further provides access to the workflow software application.

23. The system of claim 21 wherein the displayable page providing a workflow view further identifies and provides access to computer accessible reports that may be used in completing the tasks.

24. The system of claim 19 wherein the plurality of different displayable pages includes at least a displayable page for marketing campaign management.

25. The system of claim 24 wherein the displayable marketing campaign management page includes an icon for access to the campaign management software application.

26. The system of claim 24 wherein the displayable marketing campaign management page includes metric data regarding marketing campaigns.

27. The system of claim 26 wherein the displayable marketing campaign management page includes information about marketing campaigns.

28. The system of claim 19 wherein the plurality of different displayable pages includes at least a displayable page for a user to access the marketing analysis software application.

29. A method of collaborating to create a marketing campaign in a marketing organization having marketing roles, the method comprising:  
 providing a system for enabling real-time collaboration and workflow management of the marketing campaign, the system comprising a processor for a processor for processing computer instructions; at least one display for displaying information to a respective user; memory for storing computer instructions, the instructions providing for, a role portal component for providing at least two respective role portals corresponding to at least two of the marketing roles within the marketing organization; and a workbench component for generating a workbench corresponding to each of the at least two role portals, each

workbench permitting a user to access metric and workflow information associated with the corresponding marketing role;

according to a first one of the roles and within a first one of the at least two role portals, monitoring customer metrics and workflow activities associated with the marketing campaign; and

according to a second role and within a second one of the at least two role portals; collaborating with the first one of the roles through a second one of the at least two role portals.

30. The method of claim 29 wherein the at least two marketing roles comprises at least a marketing manager role.

31. The method of claim 29 wherein the at least two marketing roles comprises at least a data analyst role.

32. The method of claim 29 wherein the at least two marketing roles comprises at least an executive role.

33. The method of claim 29 wherein the workbench corresponding to each of the at least two role portals comprises a plurality of different displayable pages capable of being displayed on one of the at least one display.

34. The method of claim 33 wherein the plurality of different displayable pages comprises at least a displayable page providing a workflow view of marketing strategies and associated tasks.

35. The method of claim 34 wherein the displayable page providing a workflow view further provides access to a workflow software application.

36. The method of claim 33 wherein the plurality of different displayable pages includes at least a displayable page for marketing campaign management.

1 37. The method of claim 36 wherein the displayable marketing campaign management  
2 page includes an icon for access to a campaign management software application.

1 38. The method of claim 36 wherein the plurality of different displayable pages includes  
2 at least a displayable page for a user to access software applications for performing  
3 marketing analysis tasks.

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